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U. LOWELL STUDENTS PLAN LARGEST OFF-CAMPUS CAREER DAY

LOWELL, MASS. - The University of Lowell's Society for the Advancement of Management (SAM) sends nearly one hundred students into the field with business professionals for a firsthand look at careers on November 17 in their largest Career Day ever.

SAM, a national management association of students and business people, has enlisted some 50 companies for the annual Career Day with the help of the Northern Middlesex Chamber of Commerce and Industry. "Career Day Shadows" are matched with participating executives to place students in firms related to their studies.

Career Day begins with a 7:30 AM breakfast in the south campus dining hall at which Dr. Brackston Hinchey, Chairman of the campus management department, addresses students and business representatives. From there the students leave for area companies, factories, small businesses, and government offices to observe, question, and listen as they tour the offices and plants with their hosts.

Preparations began last summer when Virginia Archibald of Lowell, a management major and SAM Career Day coordinator, contacted the Greater Lowell Business and Labor Education Collaborative, and later spoke at a Chamber forum. Richard Breen, Nancie Long-Manning, and William E. Bonser of the Collaborative were instrumental in matching "Career Day Shadows" with companies. "Students are exposed to the workday environment of businesses, and members of the business community have an opportunity to meet University students and learn about the curriculum offered on campus," explained Pamilia Cox, SAM's Vice-President for public relations.

Also assisting in Career Day planning is Chris Otis, career counselor at the University of Lowell, who helped prepare students for the day in a seminar covering what students should expect and questions they should ask.

SAM, the largest business organization on campus, offers seminars in resume writing, interview techniques, and SAM initiated the "Contract Learning" program in which students receive college credit while

working for a business. SAM was founded in 1912 and is an affiliate of the American Management Association.

Among participating firms are Lowell Bank & Trust Co.; the City of Lowell Auditor; CETA Payroll Office; Raytheon Company; St. Joseph's Hospital; Lowell General Hospital; Sears, Roebuck & Co.; Prince Macaroni Mfg. Co.; Lowell District Court; Joan Fabrics Corp.; Commercial Credit; Atty. T.J. Sullivan; Belvidere Veterinary Hospital; Courier Corporation; Jordan Marsh Co.; Palaza, Dixon, & Rust, CPA's; Comodore Foods, Inc.; Lowell Reg. Transit Authority; Cherry & Webb; Data Lab; Lowell Institution for Savings; Pandel-Bradford, Inc.; Northern Middlesex Chamber of Commerce & Industry; Wang Laboratories, Inc.; and Union National Bank, all from Lowell. Chelmsford firms involved are First Bank & Trust Co.; Enviroidata, Inc.; Chelmsford Town Accountant; and Accutest. Tewksbury offices include Sullivan, Bille, & Co.; Digital Equipment Corp.; and Astro Circuit Corp. Billerica firms are Johns-Manville Sales Corp.; Elizabeth Johnson; New England Nuclear Corp.; U.S.C.I.; and Geartronics Corp. Other participants include Kidder, Peabody, & Co., Inc. of Boston; Form-Fit, Inc. of Dracut; Jordan Marsh Co. of Boston; Aeolus Hang Gliders, Inc. and Career Consultants of Westford; and Poly-Structures, Inc. and Baybank Middlesex of Burlington.